BENELUX

Title
Summer. KP Hidden Gems. NatGeo. Print

Instrument
Campaigning & Activation

Circulation
114000

Date from - to
01/03/2025 – 31/10/2025

Marketing Tool
Advertisement Print

Contacts
285000

Activity
Package with National Geographic (Hearst media):
- Extra print magazine ‘hidden gems’
- Online article per key partner + online push
- Art Gallery Event

Goal: Inspire to visit the hidden gems and show Switzerland as a sustainable holidays destination with a cultural and architectual diversity. Steering guests to less travelled places in Switzerland.

Title
Summer. KP Hidden Gems. NatGeo. Online

Instrument
Campaigning & Activation

Circulation

Contacts
11002672

Date from - to
01/03/2025 – 31/10/2025

Marketing Tool
Native Advertisement Paid

Activity
Package with National Geographic (Hearst media):
- Extra print magazine ‘hidden gems’
- Online article per key partner + online push
- Art Gallery Event

Goal: Inspire to visit the hidden gems and show Switzerland as a sustainable holidays destination with a cultural and architectual diversity. Steering guests to less travelled places in Switzerland.

Title
Summer. KP Hidden Gems. Switzerland.com. Social media

Instrument
Campaigning & Activation

Circulation

Contacts
12382442

Marketing Tool
Social Media Paid

Date from - to
01/03/2025 – 31/10/2025

Activity
Switzerland.com:
Maintenance of the region landing page with all hidden gems.

Social media:
Awareness and planning campaign to gain impressions and click out on KP landing pages.

Goal: Inspire to visit the hidden gems and show Switzerland as a sustainable holidays destination with a cultural and architectual diversity. Steering guests to less travelled places in Switzerland.

Title
Summer. Hotel Hidden gems. Print

Instrument
Campaigning & Activation

Circulation
10500

Date from - to
26/03/2025 – 26/03/2025

Marketing Tool
Placement Paid

Contacts
31500

Activity
The "Swiss Hotel Hidden Gems" is an influencer campaign designed to showcase the diverse and captivating range of Swiss hotels to a wider audience.

Quarterly coffee table magazine with 250-plus pages. The magazine offers a luxurious presentation of topics like art, culture, fashion, and interior design, with an international flair and high-quality materials.

Title
Summer. Hotel Hidden gems. Print

Instrument
Campaigning & Activation

Circulation
10000

Date from - to
01/04/2025 – 31/07/2025

Marketing Tool
Placement Paid

Contacts
25000

Activity
The 'Swiss Hotel Hidden Gems' is a campaign designed to showcase the diverse and captivating range of Swiss hotels to a wider audience. ModMod luxury brand

Yvo van rechteren Altena visited 4 hotels:
* La reserve Eden Au Lac, Zurich
* Hotel Vitznauerhof, Vitznau.
* Ticino Hotel group, Lugano.
* AlpenGold Hotel, Davos.

http://clippings.switzerlandtourism.ch/AMS/2025/20250408153529_2025_HotelCooperation_MODMOD_Magazine.pdf

BRAZIL

Title
STS2025: B2B Activities

Instrument
KAM

Circulation

Contacts
1

Date from - to
01/01/2025 – 31/12/2025

Marketing Tool
Business Plan

Activity
All B2B activities of 2025:
1) STE (part of StraPa package)
2) Event TT Operadora after STE (ST 2500, STS 2500, RE 2500)
3) Sales Manual
4) Newsletter
5) ILTM activation
6) Sales calls
7) Joint fam trip Dec 2025

BRAZIL	**1**		**1**
	MarketingActivities	*Circulation*	*Contacts*

FRANCE

Title
C&A : Hôtel & Lodge (HK)

Instrument
Campaigning & Activation

Circulation
57044

Date from - to
05/09/2025 – 05/11/2025

Marketing Tool
Placement Paid

Contacts
361088

Activity
Publireportage 4 pages dans Hotel & Lodge
Contenu :
- Spa & Wellness Hotels and Lodgings
- Typically Swiss Hotels and Lodgings
- Luxury Hotels and Lodgings
- Boutique & Design Hotels and Lodgings

Emplacement : p88 - 91/148

http://clippings.switzerlandtourism.ch/PAR/2026/20260105153722_04_VDEF_000_000_HL_141_SUISSE_SR_V3.pdf

Title
C&A : hoteletlodge.fr (HK 2025)

Instrument
Campaigning & Activation

Circulation

Contacts
128623

Date from - to
05/09/2025 – 31/10/2025

Marketing Tool
Display & Programmatic Paid

Activity
Mise en ligne de l’article sur le site d’Hôtel&Lodge
Post RS + NL en médiatisation

FRANCE

2	57'044	489'711
MarketingActivities	*Circulation*	*Contacts*

GCC

Title
Campaigning: Winter Hotel Digital Push – Hotel Kreuz & Post

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
3306143

Date from - to
11/11/2025 – 18/11/2025

Activity
- Dates: 11 – 18 November 2025
- Meta paid campaign in Arabic promoting the hotel partner.
- Channels: Facebook & Instagram
- Target audience: Local arabs in the GCC
- Content: single picture

Results
- Reach: 1‘576‘259
- Impression: 3’306’143

http://clippings.switzerlandtourism.ch/DXB/2025/20251125145036_Screenshot_2025-11-25_at_14.50.21.png

Title
Campaigning: Winter Hotel Digital Push – Pilatus-Kulm Hotels

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
2935696

Date from - to
13/11/2025 – 20/11/2025

Activity
- Dates: 13 – 20 November 2025
- Meta paid campaign in Arabic promoting the hotel partner.
- Channels: Facebook & Instagram
- Target audience: Local arabs in the GCC
- Content: single picture

Results
- Reach: 1‘303‘904
- Impression: 2’935’696

http://clippings.switzerlandtourism.ch/DXB/2025/20251125145324_Screenshot_2025-11-25_at_14.52.35.png

GCC

2		6'241'839
MarketingActivities	*Circulation*	*Contacts*

GERMANY

Title
C&A: SCM Thekenpromotion I HoKo Typically Swiss (Banner)

Instrument
Campaigning & Activation

Marketing Tool
Content Collaboration Digital

Circulation

Contacts
10000000

Date from - to
01/10/2024 – 15/01/2025

Activity
Thekenpromotion von SCM in Deutschland mit Verlosung. ST hat 4 x 2 Hotelübernachtungen in Typically Swiss Hotels and Lodgings zur Vergügung gestellt (3 für Endverbraucher:innen und 1 für Thekenpersonal).

Die Promotion wurde deutschlandweit mti 5.000 POS-Displays, Bannerwerbung und auf Social Media beworben. Neben der Reise wurden eine Luxusuhr und 50 Käsepakete verlost.

12.000 Zugriffe auf die Landing Page des Gewinnspiels wurden verzeichnet.

Es haben 4.550 Personen teilgenommen (Stand 08.01.2025)

Title
KMM: Newsletter Bees & Friends

Instrument
KMM

Marketing Tool
Media Release

Circulation
1800

Contacts
1800

Date from - to
20/05/2025 – 20/05/2025

Activity
Opening Rate: 30% I Click Rate: 3,87%

http://clippings.switzerlandtourism.ch/FRA/2025/20250520160551_PM_BeesFriends_20052025.pdf

Title
KMM: GMR Winterweitwanderung auf der Via Engiadina

Instrument
KMM

Marketing Tool
Trip - Group

Circulation

Contacts
6

Date from - to
16/01/2025 – 19/01/2025

Activity
Gruppenmedienreise Weitwanderung auf der Via Engiadina von Zernez, Susch über Lavin, Ardez und Guarda nach Scuol. Übernachtung im Typically Swiss Hotel, Hotel Meisser.

Teilnehmende Medienschaffende von u.a. MERIAN, Condé Nast Traveller, Rhein-Neckar-Zeitung, Bayerischer Rundfunk, Mit Vergnügen, Bergsteiger.

Title
C&A: Advertorial Typically Swiss in Servus Magazin | Print

Instrument
Campaigning & Activation

Circulation
82424

Marketing Tool
Advertisement Print

Contacts
494544

Date from - to
25/04/2025 – 25/04/2025

Activity
1/1 Advetorial und 1/4 Format Schaufenster in Servus Magazin für Kooperation “Typically Swiss Hotels & Lodings”

Fokus: Hotels in den Bergen

Hotels: Walserhaus Sertig, Hotel Pilatus Kulm

http://clippings.switzerlandtourism.ch/FRA/2025/20250715155144_2504_SVDE_ADV_CH-Tourismus_1x1.pdf
http://clippings.switzerlandtourism.ch/FRA/2025/20250715160345_2504_SVDE_Schaufenster_1x1.pdf

Title
C&A: Advertorial Typically Swiss in Servus Magazin | Online & Social Media

Instrument
Campaigning & Activation

Circulation

Contacts
100002

Marketing Tool
Native Advertisement Paid

Date from - to
28/03/2025 – 28/04/2025

Activity
Online Advertorial und Social Media in Servus Magazin für Hotelkooperation “Typically Swiss Hotels & Lodings”

Hotels: Walserhof Sertig, Hotel Pilatus Kulm

Fokus: Hotels in den Bergen

http://clippings.switzerlandtourism.ch/FRA/2025/20250715160202_RBMH_REPORT_Schweiz_Tourismus_Servus_OL_ADV_DACH_Reporting_APRIL_2025.pdf

Title
C&A: Advertorial Typically Swiss in Servus Magazin | Print

Instrument
Campaigning & Activation

Circulation
82424

Marketing Tool
Advertisement Print

Contacts
494544

Date from - to
25/05/2025 – 25/05/2025

Activity
1/1 Advetorial und 1/4 Format Schaufenster in Servus Magazin für Kooperation “Typically Swiss Hotels & Lodings”

Fokus: Hotels am Wasser

Hotels: Parkhotel Gunten in Thun & Grand Hotel Villa Castagnola

http://clippings.switzerlandtourism.ch/FRA/2025/20250715161329_2505_SVDE_ADV_CH-Tourismus_1x1.pdf
http://clippings.switzerlandtourism.ch/FRA/2025/20250715161349_2505_SVDE_Schaufenster_2x1.pdf

Title
C&A: Advertorial Typically Swiss in Servus Magazin | Online & Social Media

Instrument
Campaigning & Activation

Circulation

Contacts
100001

Marketing Tool
Native Advertisement Paid

Date from - to
25/04/2025 – 25/05/2025

Activity
Online Advertorial und Social Media in Servus Magazin für Hotelkooperation “Typically Swiss Hotels & Lodings”

Hotels: Parkhotel Gunten, Thun & Grand Hotel Villa Castagnola

Fokus: Hotels in den Bergen

http://clippings.switzerlandtourism.ch/FRA/2025/20250715161406_RBMH_REPORT_Schweiz_Tourismus_Servus_OL_ADV_DACH_Reporting_Mai_2025.pdf

Title
C&A: Advertorial Typically Swiss in Servus Magazin | Print

Instrument
Campaigning & Activation

Circulation
82424

Marketing Tool
Advertisement Print

Contacts
494544

Date from - to
25/06/2025 – 25/06/2025

Activity
1/1 Advetorial und 1/4 Format Schaufenster in Servus Magazin für Kooperation “Typically Swiss Hotels & Lodings”

Fokus: Hotels in der Stadt

Hotels: Hotel Angleterre, Lausanne & Hotel Krone, Thun

http://clippings.switzerlandtourism.ch/FRA/2025/20250715161515_2506_SVDE_ADV_CH-Tourismus_1x1.pdf
http://clippings.switzerlandtourism.ch/FRA/2025/20250715161532_2506_SVDE_Schaufenster_2x1.pdf

Title
C&A: Advertorial Typically Swiss in Servus Magazin | Newsletter

Instrument
Campaigning & Activation

Circulation
53046

Marketing Tool
eNewsletter

Contacts
53046

Date from - to
11/06/2025 – 11/06/2025

Activity
Zusätzlicher Newsletter mit Link zu Online Advertorial “Hotels am Wasser”.

Opening Rate: 34,76%
Clicks: 155

http://clippings.switzerlandtourism.ch/FRA/2025/20250715164440__Waren_Sie_darauf_gekommen__Genial_einfache_Ideen_zum_Selbermachen.pdf

Title
C&A: Advertorial Typically Swiss in Servus Magazin | Online & Social Media

Instrument
Campaigning & Activation

Marketing Tool
Native Advertisement Paid

Circulation

Contacts
100003

Date from - to
29/05/2025 – 26/06/2025

Activity
Online Advertorial und Social Media in Servus Magazin für Hotelkooperation “Typically Swiss Hotels & Lodings”

Hotels: Hotel Krone, Thun & Hotel Angleterre Lausanne

Fokus: Hotels am Wasser

https://www.servus.com/a/au/urlaub-in-der-schweiz

http://clippings.switzerlandtourism.ch/FRA/2025/20250716093613_RBMH_REPORT_Schweiz_Tourismus_Servus_OL_ADV_DACH_Reporting_Jun_2025.pdf

Title
C&A: Guerilla Aktion für Bees&Friends (HoKo)

Instrument
Campaigning & Activation

Marketing Tool
OOH incl. Digital OOH

Circulation

Contacts
442500

Date from - to
20/06/2025 – 26/06/2025

Activity
5800 Steckschilder (vier Motive) wurden in einer Guerlla-Aktion (Agentur Edgar, Hamburg) in Grünflächen der folgenden Städte gesteckt:

- Hamburg
- Potsdam
- Frankfurt
- Düsseldorf

Die Auswahl der Städte und öffentlicher Grünflächen erfolgte auf Erfahrungswerten und demografischen Kriterien (Einkommen etc.).

http://clippings.switzerlandtourism.ch/FRA/2025/20250717111307_Reporting_SchweizTourismus_.pdf
http://clippings.switzerlandtourism.ch/FRA/2025/20250717111336_011_25f_01_werbemittel_hotel25_plakat_tiny_150x300_RZ01.pdf

Title
KAM/C&A: 1. August Newsletter Gewinnspiel mit LX

Instrument
Campaigning & Activation

Marketing Tool
eNewsletter

Circulation
89272

Contacts
89272

Date from - to
01/08/2025 – 08/08/2025

Activity
Wettbewerb zusammen mit LX
Preis: Übernachtung Rinderberg Lodge

Title
C&A: Herzen auf Schienen Meta Kampagne Part 2

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
8125259

Date from - to
25/08/2025 – 21/09/2025

Activity
Meta Kampagne zum Projekt Herzen auf Schienen, die 6-teilige YouTube Serie. Ziel der Kampagne ist es qualitativen Traffic auf die Landingpage zu bringen und Views bei den Episoden zu erzielen.

Title
C&A: Herzen auf Schienen YouTube Kampagne

Instrument
Campaigning & Activation

Circulation

Contacts
19981299

Date from - to
01/09/2025 – 21/09/2025

Marketing Tool
Video Digital Paid

Activity
YouTube Kampagne zum Projekt Herzen auf Schienen, die 6teilige YouTube Serie. Ziel der Kampagne ist es die Views auf den einzelnen Episoden zu steigern.

Title
C&A: Herzen auf Schienen Meta Kampagne - Phase 1

Instrument
Campaigning & Activation

Circulation

Contacts
309351

Date from - to
14/04/2025 – 02/05/2025

Marketing Tool
Social Media Paid

Activity
Meta Kampagne zum Projekt Herzen auf Schienen für dne Aufruf zur teilnahem am Gewinnspiel.

GERMANY	**15**	**391'390**	**40'786'171**
	MarketingActivities	*Circulation*	*Contacts*

INDIA

Title
KAM: Switzerland Travel Mart (STM) 2025

Instrument
Campaigning & Activation

Circulation

Contacts
15

Date from - to
19/09/2025 – 25/09/2025

Marketing Tool
Event/Fair/Workshop

Activity
- 19th - 25th Sep 2025
Marque event in Switzerland co-hosted by Switzerland Tourism, Swiss Travel System and Swiss International Air Lines
- 15 key leisure buyers from India got an opportunity to meet / interact / network with 350+ Swiss suppliers (representing various destinations, attractions, excursions, transport companies, airlines, hotels, DMCs, etc.) over pre-fixed One-to-One meetings and various social programs
- Pre-tours: 19th - 21st Sept 2025
- Workshop in Zermatt: 21st - 25th Sept 2025

http://clippings.switzerlandtourism.ch/BOM/2025/20251216153927_STM_Reporting_Slide.pdf
http://clippings.switzerlandtourism.ch/BOM/2025/20251216154459_STM_2025_SaveTheDate.pdf

Title
KAM: STE+ Sales Calls 2025

Instrument
KAM

Circulation

Contacts
19

Date from - to
17/11/2025 – 21/11/2025

Marketing Tool
Sales Call

Activity
- 17th - 21st Nov 2025

- Post-STE 2025 Sales Calls with Zurich, Lucerne, Pilatus & Rigi

- Bengaluru, Pune and Mumbai

- Approx. 3 to 4 meetings per day

http://clippings.switzerlandtourism.ch/BOM/2025/20251216141244_STE_Sales_CAlls_PPT.pdf

Title
KAM: ST India Webinar Series 2025

Instrument
KAM

Circulation

Contacts
3473

Date from - to
01/01/2025 – 31/12/2025

Marketing Tool
Webinar

Activity
8 Webinars conducted in 2025 showcasing different touristic offerings from Switzerland
1) Swiss International Air Lines & TourFox (18th Feb 2025): 15 min shared slot
2) Zurich (13th Mar 2025): 45 min exclusive slot
3) Schilthorn (28th Mar 2025): 45 min exclusive Slot
4) Lucerne (24th Jul 2025): 45 min exclusive slot
5) Interlaken - BLS Interlaken Lake Cruise (21st Aug 2025): 15 min shared slot
6) Travel Switzerland & Rail Europe (2nd Sep 2025): 45 min slot
7) Lake Lugano Group, Glacier Express & Bernina Express (10th Sep 2025): 15 min shared slot
8) Laax & Landquart Fashion Outlet (30th Oct 2025): 15 min shared slot

http://clippings.switzerlandtourism.ch/BOM/2025/20251210141606_ST_India_Webinar_Series_2025.pdf
http://clippings.switzerlandtourism.ch/BOM/2025/20251210142120_Webinar_PPTs.zip
http://clippings.switzerlandtourism.ch/BOM/2025/20251210143405_Webinar_Creatives.zip
http://clippings.switzerlandtourism.ch/BOM/2025/20251210144356_Webinars_-_Vendour_Report.zip

Title
KAM: ST Sales Manual 2025 - “Swisspiration Magazine”

Instrument
KAM

Circulation

Contacts
1500

Date from - to
01/01/2025 – 31/12/2025

Marketing Tool
Other...

Activity
- Redesigned B2B Brochure / Sales Manual

- New avatar and New Name - “Swisspiration Magazine”

- Content integration

- Partner Ads

- Link to download e-copy:

http://clippings.switzerlandtourism.ch/BOM/2025/20251216160542_Swisspiration_Magazine_2025_-_2026_-_e-copy.pdf
http://clippings.switzerlandtourism.ch/BOM/2025/20251216161054_Sales_Manual_Slides.pdf

Title
KAM: ENewsletters to promote ST India Webinar Series 2025

Instrument
Campaigning & Activation

Circulation
213230

Marketing Tool
eNewsletter

Contacts
213230

Date from - to
13/02/2025 – 13/02/2025

Activity
ENewsletters sent to Travel Trade Database to promote the various webinars.

The ENewsletters were sent out prior to the webinar.

Call to action tab could be clicked and it took the user to the webinar registration page

1) SWISS & TourFox - 13th Feb 2025
2) Zurich - 11th Mar 2025
3) Schilthorn - 25th March 2025

http://clippings.switzerlandtourism.ch/BOM/2025/20251210151504_Webinars_2025_eNL_Compiled.pdf

Title
KAM: TravTalk Ads to Promote ST India Webinar Series 2025

Instrument
Campaigning & Activation

Circulation
217200

Marketing Tool
Advertisement Print

Contacts
651600

Date from - to
01/01/2025 – 31/12/2025

Activity
Ads in prominent Trade Publication TravTalk to promote the Webinars.

The Ads contained a QR code which reader could scan and it would lead them to the registration page for the webinar.

http://clippings.switzerlandtourism.ch/BOM/2025/20251210152518_ST_Webinars_2025_-_TravTalk_Ads.pdf
http://clippings.switzerlandtourism.ch/BOM/2025/20251210153240_Webinar_Ads.zip

Title
KAM: ST India LinkedIn Page New Followers

Instrument
KAM

Circulation

Contacts
2781

Marketing Tool
Other...

Date from - to
01/01/2025 – 31/12/2025

Activity
ST India started the LinkedIn page in order to update the travel trade about our activities in the market as well as give them relevant information / news about our various touristic offerings.

Year on year the no. of followers has been growing.

http://clippings.switzerlandtourism.ch/BOM/2026/20260105110130_Screenshot_2026-01-05_at_10.55.17.png

INDIA	**7**	**430'430**	**872'618**
	MarketingActivities	*Circulation*	*Contacts*

ITALY

Title
Campaigning & Activation: Swiss Bike Corner - branded pop-up store

Instrument
Campaigning & Activation

Marketing Tool
Event/Fair/Workshop

Circulation

Contacts
1000

Date from - to
06/05/2025 – 18/05/2025

Activity
Period: 06 - 18.05.2025
What: Setup of a Swiss Bike Corner in the Rossignoli pop-up store, a well established bicycle shop in Corso Garibaldi, the historic city center of Milano.
How: Design of the Store Windows of Rossignoli shop and pop-up store, an exhibition wall with partner objects, a botanicum bar in collaboration with Appenzeller Huus, lounge and kids area, digital GToS table, workingplaces for workshops , a selfie point with a large picture on the wall and a branded bicycle on a real meadow
Activites: Promotion of partner offers, distribution of promotional material, competition to acquire newsletter subscribers, tasting of wormwood and tea, talk
Partners: Bern City, Neuchatel, Ticino, MRAG, RhB, BMC, Appenzeller Huus

Title
Campaigning & Activation: A Surprising Autumn - ST E-Newsletter Stand Alone

Instrument
Campaigning & Activation

Marketing Tool
eNewsletter

Circulation
18646

Contacts
18646

Date from - to
10/10/2025 – 10/10/2025

Activity
Date: 10.10.2025

What: E-Newsletter Stand Alone “A surprisign autumn” campaign with Michelle Hunziker and Yann Sommer

Market inputs:
- Excursions in Switzerland
- Victorinox
- SIGG
- Hotels

Title
KMM: Individual media trip North

Instrument
KMM

Marketing Tool
Trip - Individual

Circulation

Contacts
1

Date from - to
29/06/2025 – 02/07/2025

Activity
Date: 29.06 - 02.07.25
Alps Museum in Bern, hiking in Grindelwald and Jungfraubahn
Overnight at Hotel Derby in Grindelwald
Deborah Bionaz for Montagna.tv
STP

Title
Campaigning & Activation: Ticino/Lugano - Hearst Digital Retreat

Date from - to
29/10/2025 – 31/10/2025

Instrument
Campaigning & Activation

Marketing Tool
Event/Fair/Workshop

Circulation

Contacts
37

Activity
Period: 29 - 31.10.2025
What: Team Retreat for Hearst Digital Team in Lugano Region.
2 days programm to discover LAC Lugano, Monte Tamaro and Morcote.
Partner: Ticino Turismo, Lugano Region
Participants: 37 editorial and marketing staff

ITALY

4	18'646	19'684
MarketingActivities	*Circulation*	*Contacts*

MULTIPLE MARKETS

Title
Accommodation_Grand TRAIN Tour of Switzerland: Additional Promotion 25

Date from - to
01/05/2025 – 31/10/2025

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
13095077

Activity

Title
Hotel Umbrella Campaign 2025 Bees & Friends - Dreaming HQ

Date from - to
26/05/2025 – 30/06/2025

Instrument
Campaigning & Activation

Marketing Tool
Video Digital Paid

Circulation

Contacts
55483615

Activity
Hotels for truly every need.

On 20 May (World Bee Day), we launched this year's hotel campaign Bees & Friends. This initiative aims to position Switzerland Tourism as a trusted accommodation specialist by placing «Hotels and Lodgings recommended by ST» at the heart of our messaging.

Distribution strategy & results
For this campaign, we adopted an insight-driven approach designed to resonate across all channels and implemented the learnings of the 2024 umbrella campaign. The creatives were tailored to suit each platform. For the paid distribution, we prioritised YouTube to

http://clippings.switzerlandtourism.ch/ZRH/2026/20260128140848_ST_Reporting_Hoteldachkampagne25.pdf

Title
SEA Activities Hotels

Instrument
Campaigning & Activation

Circulation

Contacts
33331206

Date from - to
01/01/2025 – 31/12/2025

Marketing Tool
SEA

Activity
SEA yearly campaign, accommodation keywords. Markets: CH, IT, DE, AU, FR, UK, ES, NL, BeNe, USA

Title
Hotel Umbrella Campaign 2025 Bees & Friends - SEA HQ

Instrument
Campaigning & Activation

Circulation

Contacts
17323640

Date from - to
28/05/2025 – 04/06/2025

Marketing Tool
SEA

Activity
SEA for the hotel umbrella campaign “Bees & Friends” in the markets UK, FR, DE, CH

Title
Pinterest: Winter Campaign Hotels & Lodgings

Instrument
Campaigning & Activation

Circulation

Contacts
36538652

Date from - to
16/12/2025 – 31/12/2025

Marketing Tool
Social Media Paid

Activity
Winter campaign for hotels and lodgings on Pinterest, Markets FR & IT with Awareness and Spotlight Ads

Title
Always on Hotels META

Instrument
Campaigning & Activation

Circulation

Contacts
213226051

Date from - to
01/01/2025 – 31/12/2025

Marketing Tool
Social Media Paid

Activity
META Always on for all 9 hotelcooperations.

Title
Kooperationskampagne Typically Swiss Hotels and Lodgings

Instrument
Campaigning & Activation

Circulation

Contacts
23110746

Date from - to
01/03/2025 – 31/10/2025

Marketing Tool
Social Media Paid

Activity
Kooperationskampagne META

Title
Hotel Umbrella Campaign 2025 Bees & Friends - Planning HQ

Instrument
Campaigning & Activation

Marketing Tool
Video Digital Paid

Circulation

Contacts
10570725

Date from - to
28/05/2025 – 29/06/2025

Activity
Hotels for truly every need.

On 20 May (World Bee Day), we launched this year's hotel campaign Bees & Friends. This initiative aims to position Switzerland Tourism as a trusted accommodation specialist by placing «Hotels and Lodgings recommended by ST» at the heart of our messaging.

Distribution strategy & results
For this campaign, we adopted an insight-driven approach designed to resonate across all channels and implemented the learnings of the 2024 umbrella campaign. The creatives were tailored to suit each platform. For the paid distribution, we prioritised YouTube to

http://clippings.switzerlandtourism.ch/ZRH/2026/20260128141022_ST_Reporting_Hoteldachkampagne25.pdf

Title
Hotel Umbrella Campaign 2025 Bees & Friends - Social Organic HQ

Instrument
Campaigning & Activation

Marketing Tool
Social Media Organic

Circulation

Contacts
833849

Date from - to
20/05/2025 – 31/07/2025

Activity
Hotels for truly every need.

On 20 May (World Bee Day), we launched this year's hotel campaign Bees & Friends. This initiative aims to position Switzerland Tourism as a trusted accommodation specialist by placing «Hotels and Lodgings recommended by ST» at the heart of our messaging.

Distribution strategy & results
For this campaign, we adopted an insight-driven approach designed to resonate across all channels and implemented the learnings of the 2024 umbrella campaign. The creatives were tailored to suit each platform. For the paid distribution, we prioritised YouTube to

http://clippings.switzerlandtourism.ch/ZRH/2026/20260128141107_ST_Reporting_Hoteldachkampagne25.pdf

Title
Hotel Umbrella Campaign 2025 Bees & Friends - Overall Website HQ

Instrument
Campaigning & Activation

Marketing Tool
Website

Circulation

Contacts
320302

Date from - to
20/05/2025 – 31/07/2025

Activity
Hotels for truly every need.

On 20 May (World Bee Day), we launched this year's hotel campaign Bees & Friends. This initiative aims to position Switzerland Tourism as a trusted accommodation specialist by placing «Hotels and Lodgings recommended by ST» at the heart of our messaging.

Distribution strategy & results
For this campaign, we adopted an insight-driven approach designed to resonate across all channels and implemented the learnings of the 2024 umbrella campaign. The creatives were tailored to suit each platform. For the paid distribution, we prioritised YouTube to

http://clippings.switzerlandtourism.ch/ZRH/2026/20260128141204_ST_Reporting_Hoteldachkampagne25.pdf

MULTIPLE MARKETS

10	403'833'863
MarketingActivities	*Circulation*	*Contacts*

NORTH AMERICA

Title
KAM: Webinar with Edelweiss

Instrument
KAM

Circulation

Contacts
117

Date from - to
13/03/2025 – 13/03/2025

Marketing Tool
Webinar

Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Edelweiss Air and Q&A session at the end. Session recorded and posted on trade corner.
Attendees: 117

http://clippings.switzerlandtourism.ch/NYC/2025/20250317150436_20250313_Edelweiss.pdf

Title
KAM: Webinar with Jungfrau Railways

Instrument
KAM

Circulation

Contacts
168

Date from - to
24/07/2025 – 24/07/2025

Marketing Tool
Webinar

Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Jungfrau Railways and Q&A session at the end. Session recorded and posted on trade corner.
Attendees: 168

http://clippings.switzerlandtourism.ch/NYC/2025/20250805135447_20250724_JungfrauRailways.xlsx

Title
KAM: Webinar with Zermatt

Instrument
KAM

Circulation

Contacts
175

Date from - to
04/09/2025 – 04/09/2025

Marketing Tool
Webinar

Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Zermatt and Q&A session at the end. Session recorded and posted on trade corner.
Attendees: 175

http://clippings.switzerlandtourism.ch/NYC/2025/20250916095116_20250904_Zermatt.pdf

Title
KAM: Webinar with Trade webinar with Glacier Express and Gornergrat Railways

Instrument
KAM

Marketing Tool
Webinar

Circulation

Contacts
164

Date from - to
13/11/2025 – 13/11/2025

Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Glacier Express and Gornergrat Railways and a Q&A session at the end. Session recorded and posted on trade corner.
Attendees: 164

http://clippings.switzerlandtourism.ch/NYC/2025/20251121154314_20251113_GlacierExpress.xlsx

Title
KAM: Webinar with Trade webinar with LAAX

Instrument
KAM

Marketing Tool
Webinar

Circulation

Contacts
43

Date from - to
04/12/2025 – 04/12/2025

Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from LAAX and a Q&A session at the end. Session recorded and posted on trade corner.
Attendees: 43

http://clippings.switzerlandtourism.ch/NYC/2025/20251208153944_20251204_LAAX.xlsx

Title
Campaigning and Activation - Times Square Billboard 2025 - various creatives

Instrument
Campaigning & Activation

Marketing Tool
OOH incl. Digital OOH

Circulation

Contacts
174720000

Date from - to
01/01/2025 – 31/12/2025

Activity
Different creatives sent by HQ have been displayed at the corner of 46th & 7th Ave which can be seen from all angles of the highly frequented Times Square.
With this top-funnel awareness activity we mainly addressed Americans (tourists from all over the country) with all sorts of creatives.

http://clippings.switzerlandtourism.ch/NYC/2026/20260120161612_2025_MASTER_TimesSquareBillboard.pdf

NORTH AMERICA	**6**		**174'720'667**
	MarketingActivities	*Circulation*	*Contacts*

SPAIN

Title
C&A: Pipper on Tour, Suiza con perro

Instrument
Campaigning & Activation

Circulation

Contacts
6400000

Date from - to
28/04/2025 – 11/07/2025

Marketing Tool
Ambassador/Influencer

Activity
- In Spain there are 11 million families with dogs (more than children, 8 million) and we managed to create this successful campaign with great engagement.
- Our ambassador, Pipper, travelled with a «Dog Pass» through the regions of LU, FR & ZH.
- The campaign had a great impact with on and offline activities: SoMe organic content, large content on Pipper's blog, distribution of 100K printed brochures to 1'524 Spanish pet stores followed by a powerful Meta campaign (3.2M) to make switzerland.com/suizaconperro go viral.
- In total, more than 70K users visited the microsite, reading the digital booklet, watching the 4-video summary of the trip and participating in a raffle to win a trip.
- Contest's participants (more than 7K) were very proud to share a picture of their puppies on IG's stories, reaching community of

SPAIN	**1**		**6'400'000**
	MarketingActivities	*Circulation*	*Contacts*

SWITZERLAND

Title
Campaigning: Transhelvetica. Typically Swiss Hotels.

Instrument
Campaigning & Activation

Circulation
79300

Marketing Tool
Placement Paid

Contacts
79300

Date from - to
06/06/2025 – 06/06/2025

Activity
Transhelvetica
Ausgabe TH 89 vom Juni 2025 «Apéro»
• Geschichte der Hotellerie der Schweiz.
• Karte der Schweiz mit allen Typically Swiss Hotels.
• 13 sind dann herausgegriffen und kurz vorgestellt, aus jeder Region.
• Verschiedene Hotels zum Apéro besuchen.
Thema der Juni-Ausgabe: Apéro.

http://clippings.switzerlandtourism.ch/ZRH/2025/20251203110213_84_Service_Typically_TH89.pdf

Title
Campaigning: RAW Marktplatz - Hit Guide

Instrument
Campaigning & Activation

Circulation

Contacts
2208000

Date from - to
01/03/2025 – 31/12/2025

Marketing Tool
Native Advertisement Paid

Activity
Integation von ST auf RailAway Marktplatz

Freizeitmagazin (Hit Guide)
Integration von Kampagnen, Hotel, Content, Angebote etc.

Print:

8 x Hit Guide:
Circ. 61’000 (DE 45'000 / FR 13'000 / IT 3‘000)

http://clippings.switzerlandtourism.ch/ZRH/2025/20250715091451_401_25b_01_fly_railaway_hitguide_hotelgastro_juni_f.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250715091618_401_25b_01_fly_railaway_hitguide_hotelgastro_juli_i.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250715091706_Screenshot_2025-07-15_at_09.16.57.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250715091740_Screenshot_2025-07-15_at_09.17.30.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250715091833_Screenshot_2025-07-15_at_09.18.15.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250715091951_Screenshot_2025-07-15_at_09.19.23.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20251104153307_401_25b_01_fly_railaway_hitguide_hotelgastro_11_november_d.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20251104153402_401_25b_01_fly_railaway_hitguide_hotelgastro_12_dezember_f.pdf

Title
Coop Kooperation: Mai

Instrument
Campaigning & Activation

Circulation
3354000

Date from - to
23/05/2025 – 23/05/2025

Marketing Tool
Advertisement Print

Contacts
3354000

Activity
1.5 pages in Coopzeitung:

Main topic: Hotel campaign – Tiny Hotels; Listicle: Hotel recommendations; Hotel tip: Hotel cooperations.

Languages: DE, FR, IT

http://clippings.switzerlandtourism.ch/ZRH/2025/20250526131542_KW_21_STxCoop_DE_final.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250526131625_KW_21_STxCoop_FR_final.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250526131638_KW_21_STxCoop_IT_final.pdf

Title
Coop Kooperation: November

Instrument
Campaigning & Activation

Circulation
3354000

Date from - to
13/11/2025 – 13/11/2025

Marketing Tool
Advertisement Print

Contacts
3354000

Activity
1.5 pages in Coopzeitung:

Main Topic: A trip through the textile history in eastern Switzerland; Listicle: Large and small industrial museums across Switzerland; Hotel tip: Typically Swiss Hotels

Languages: DE, FR, IT

http://clippings.switzerlandtourism.ch/ZRH/2025/20251118083511_1311_2546CE10_SUISSE_TOUR.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20251118083539_1311_2546CZ40_ST.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20251118083559_20251031_Cooperazione_k_46-2025.pdf

Title
Campaigning: NZZ am Sonntag Magazin. Frühling.

Instrument
Campaigning & Activation

Circulation
987000

Marketing Tool
Placement Paid

Contacts
987000

Date from - to
04/05/2025 – 04/05/2025

Activity
6-seitiges Advertorial im NZZ am Sonntag Magazin.
Inhalte online auf NZZ Bellevue.

1 Seite MOB
1 Seite Hotelmarketing
4 Seiten ST Content

http://clippings.switzerlandtourism.ch/ZRH/2025/20250505095501_20250504_NZZaSM_Schweiz_Tourismus_Ansicht.pdf

Title
Transa Kooperation Sommer

Instrument
Campaigning & Activation

Circulation
40000

Date from - to
02/06/2025 – 02/06/2025

Marketing Tool
Advertisement Print

Contacts
80000

Activity
4 pages in Transa 4 Seasons Magazine. Content: Visiting remote villages in Switzerland. Most of them are reached by unusual journey: Quinten (SG), Binntal (VS), Rasa (TI), Kiental (BE).

http://clippings.switzerlandtourism.ch/ZRH/2025/20250603075310_4S58_Koop_Schweiz_8R.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250616102318_Transa_Sommer_FR.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250820091535_Screenshot_STxTransa_Sommer.pdf

Title
Campaigning: Bergwelten. 03/2025. ST.

Instrument
Campaigning & Activation

Circulation
336726

Date from - to
15/05/2025 – 15/05/2025

Marketing Tool
Placement Paid

Contacts
336726

Activity
Print: 40.000 Ex. Auflage / 120.000 Leser
Online: 735.000 Users/Monat

15.05. - ST
Online Advertorial: 150.000 PIs, 3.385 Page Views, 376 Klicks
SoMe: 63.341 Views, 291 Klicks
Magazin: 120.000 Leser
Total 336.726 Kontakte, 667 Engagements

http://clippings.switzerlandtourism.ch/ZRH/2025/20250417124200_0515_BW.pdf

Title
Hoteldachkampagne Bees & Friends - APG OOH

Instrument
Campaigning & Activation

Circulation

Contacts
11547000

Date from - to
20/05/2025 – 02/06/2025

Marketing Tool
OOH incl. Digital OOH

Activity
OOH, total 113 Flächen in folgenden Städten.
Total Kontakte 11’547’000

DE-CH: t
- Aarau
- Basel
- Bern
- Biel/Bienne

Title
Hoteldachkampagne Bees & Friends - RonOrp

Instrument
Campaigning & Activation

Circulation

Contacts
390836

Date from - to
02/06/2025 – 09/06/2025

Marketing Tool
Display & Programmatic Paid

Activity
Spotlight NL “Gästebuch der Tiere”
- Empfänger 183’434
- Öffnungsrate 45’58%
- Clicks 2009

Sponsored Story
- Clicks Total 7’744 (DE 6589, FR 1155)

Newsletter Ads

Title
Campaigning: NZZ am Sonntag Magazin. NZZ Bellevue. Frühling.

Instrument
Campaigning & Activation

Circulation

Contacts
1408702

Date from - to
04/05/2025 – 04/05/2025

Marketing Tool
Native Advertisement Paid

Activity
6-seitiges Advertorial im NZZ am Sonntag Magazin.
Inhalte online auf NZZ Bellevue.

1 Seite MOB
1 Seite Hotelmarketing
4 Seiten ST Content

Anzahl Ad Impressions im NZZ Umfeld: 1'111'364
Klicks: 2'449

http://clippings.switzerlandtourism.ch/ZRH/2025/20250528113419_NZZBellevue_Story_1.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250528113503_NZZ_Bellevue_Story_2.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250528113540_NZZ_Bellevue_Story_3.pdf

Title
Accommodation_Grand Tour of Switzerland: Additional Promotion 25

Instrument
Campaigning & Activation

Circulation

Contacts
26106277

Marketing Tool
Social Media Paid

Date from - to
01/05/2025 – 31/10/2025

Activity
Zusatzpromotion Touring:
Unterkünfte entlang der Grand Tour of Switzerland
- Werbeanzeigen auf Meta
- Kommissionsfreie Angebote auf Switzerland.com
- Filter auf Switzerland.com, SwitzerlandPro, App
- Dedizierte Landing Page Switzerland.com

Laufzeit 01.05.25 - 31.10.25

Title
Transa Kooperation Herbst

Instrument
Campaigning & Activation

Circulation
40000

Date from - to
08/09/2025 – 08/09/2025

Marketing Tool
Advertisement Print

Contacts
80000

Activity
8 pages in Transa 4 Seasons_Magazine: Content: Places that do not look like Switzerland, but actually are in Switzerland: Derborence (VS), Lake Gruyère (FR), Jaun, Gastlosen (FR, BE, VD), Etang de la Gruère (JU), Lago di Saoseo (GR), Valle Onsernone (TI).

http://clippings.switzerlandtourism.ch/ZRH/2025/20250909163422_Transa_Herbst_DE.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250909163520_Transa_Herbst_FR.pdf

Title
Transa Kooperation Winter

Instrument
Campaigning & Activation

Circulation
40000

Date from - to
10/11/2025 – 10/11/2025

Marketing Tool
Advertisement Print

Contacts
80000

Activity
4 Pages in Transa 4 Seasons Magazine: Sleeping in special places. Destinations: Saas Fee (VS), Val Lumnezia, Surselva (GR), Val de Travers (NE), Escholzmatt, Entlebuch (LU).

http://clippings.switzerlandtourism.ch/ZRH/2025/20251111150600_STxTransa_Winter_FR.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20251111150627_STxTransa_Winter_DE.png

SWITZERLAND	**13**	**8'231'026**	**50'011'841**
	MarketingActivities	*Circulation*	*Contacts*

UK/IRELAND

Title
C&A: Nat Geo x Surprising Switzerland (Digital Articles)

Instrument
Campaigning & Activation

Marketing Tool
Content Collaboration Digital

Circulation

Contacts
173716

Date from - to
01/07/2025 – 31/12/2025

Activity
Surprising Switzerland - Main Campaign 2025

Aim:
- To showcase participating cities and destinations, as well as other partners, e.g. GToS and GTToS and ST Hotels + SWISS, Travel Switzerland
- To showcase themes such as: outdoor activities - (summer and winter), nature-lover, culture and gastronomy, accommodation and scenic rail journeys
- To create surprise, attention and inspiration for the NGT readers, encouraging them to experience the variety and surprising side of Switzerland via elegant, creative, authentic storytelling.

http://clippings.switzerlandtourism.ch/LON/2026/20260124170453_Screenshot_2026-01-24_at_16.47.34.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124170453_Screenshot_2026-01-24_at_16.47.20.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124170453_Screenshot_2026-01-24_at_16.47.47.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124170453_Screenshot_2026-01-24_at_16.48.13.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124170453_Screenshot_2026-01-24_at_16.48.26.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124170453_Screenshot_2026-01-24_at_16.46.52.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124170453_Screenshot_2026-01-24_at_16.47.03.png
http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_GToS.png
http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_Hub_ArticUsersshenwoodDesktopHub_Article.pngle.png
http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_Ticino_2.png
http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_Zurich_1.png
http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_Zurich_2.png
http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_Ticino_1.png
http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_Valais_2.png
http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_Valais_1.png
http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_ST_Hotels_Typically_Swiss.png
http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_Bern_1.png
http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_Lucerne_2.png
http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_GTToS.png
http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_Bern_2.png
http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_Lucerne_1.png
http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_ST_Hotels_Snowsports.png
http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_ST_Hotels_Swiss_Historic.png

Title
C&A: Hotelcampaign bees & friends x Country & Townhouse: online campaign

Instrument
Campaigning & Activation

Marketing Tool
Content Collaboration Digital

Circulation

Contacts
99288

Date from - to
25/06/2025 – 22/08/2025

Activity
Content partnership with Country & Townhouse
Premium lifestyle/travel media
Audience:
Age 28-56, ABC1 ñ 99%, F:61%/ M:39%
Social: 130k/ 200k readership
Monthly visits: 1m/ monthly uniques: 700k

This integrated partnership spans print, digital, and social channels, positioning Switzerland as a global leader in sustainable tourism while raising awareness around the importance of bee conservation and promoting Switzerland's diverse hotel experiences.

http://clippings.switzerlandtourism.ch/LON/2025/20250909145333_Honey_Trap_Switzerlands_Best_Bee_Friendly_Hotels.pdf
http://clippings.switzerlandtourism.ch/LON/2025/20250909145410_Whats_All_The_Buzz_About_Switzerlands_Bee_Campaign.pdf

Title
C&A: Hotelcampaign bees & friends x Country & Townhouse: display campaign

Instrument
Campaigning & Activation

Circulation

Contacts
124992

Marketing Tool
Display & Programmatic Paid

Date from - to
25/06/2025 – 22/08/2025

Activity
Content partnership with Country & Townhouse
Premium lifestyle/travel media
Audience:
Age 28-56, ABC1 ñ 99%, F:61%/ M:39%
Social: 130k/ 200k readership
Monthly visits: 1m/ monthly uniques: 700k

This integrated partnership spans print, digital, and social channels, positioning Switzerland as a global leader in sustainable tourism while raising awareness around the importance of bee conservation and promoting Switzerland's diverse hotel experiences.

http://clippings.switzerlandtourism.ch/LON/2025/20251217131751_011_25s_05_werbemittel_hotel25_assets_uk_300x250_2.jpg.pdf
http://clippings.switzerlandtourism.ch/LON/2025/20251217131829_011_25s_05_werbemittel_hotel25_assets_uk_300x600.jpg.pdf

Title
C&A: Hotelcampaign bees & friends x Country & Townhouse: social campaign

Instrument
Campaigning & Activation

Circulation

Contacts
358000

Marketing Tool
Social Media Paid

Date from - to
25/06/2025 – 22/08/2025

Activity
Content partnership with Country & Townhouse
Premium lifestyle/travel media
Audience:
Age 28-56, ABC1 ñ 99%, F:61%/ M:39%
Social: 130k/ 200k readership
Monthly visits: 1m/ monthly uniques: 700k

This integrated partnership spans print, digital, and social channels, positioning Switzerland as a global leader in sustainable tourism while raising awareness around the importance of bee conservation and promoting Switzerland's diverse hotel experiences.

http://clippings.switzerlandtourism.ch/LON/2025/20250909150223_Screenshot_2025-06-25_at_08.45.27.png
http://clippings.switzerlandtourism.ch/LON/2025/20250909150253_Screenshot_2025-08-22_at_16.04.13.png
http://clippings.switzerlandtourism.ch/LON/2025/20250909150321_Screenshot_2025-06-25_at_08.45.41.png

Title
C&A: Nat Geo x Surprising Switzerland (Print)

Instrument
Campaigning & Activation

Circulation
587000

Date from - to
01/07/2025 – 31/12/2025

Marketing Tool
Supplement Print

Contacts
1174000

Activity
Surprising Switzerland - Main Campaign 2025

Aim:
- To showcase participating cities and destinations, as well as other partners, e.g. GToS and GTToS and ST Hotels + SWISS, Travel Switzerland
- To showcase themes such as: outdoor activities - (summer and winter), nature-lover, culture and gastronomy, accommodation and scenic rail journeys
- To create surprise, attention and inspiration for the NGT readers, encouraging them to experience the variety and surprising side of Switzerland via elegant, creative, authentic storytelling.

http://clippings.switzerlandtourism.ch/LON/2026/20260124164051_Screenshot_2026-01-24_at_16.39.14.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124164051_Screenshot_2026-01-24_at_16.39.04.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124164051_Screenshot_2026-01-24_at_16.39.34.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124164051_Screenshot_2026-01-24_at_16.39.24.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124164051_Screenshot_2026-01-24_at_16.39.44.png

Title
C&A: Nat Geo x Surprising Switzerland (Traffic Driver Banners)

Instrument
Campaigning & Activation

Circulation

Contacts
144393

Marketing Tool
Display & Programmatic Paid

Date from - to
01/07/2025 – 31/12/2025

Activity
Surprising Switzerland - Main Campaign 2025

Aim:
- To showcase participating cities and destinations, as well as other partners, e.g. GToS and GTToS and ST Hotels + SWISS, Travel Switzerland
- To showcase themes such as: outdoor activities - (summer and winter), nature-lover, culture and gastronomy, accommodation and scenic rail journeys
- To create surprise, attention and inspiration for the NGT readers, encouraging them to experience the variety and surprising side of Switzerland via elegant, creative, authentic storytelling.

http://clippings.switzerlandtourism.ch/LON/2026/20260124162633_Screenshot_2026-01-24_at_16.24.18.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124162633_Screenshot_2026-01-24_at_16.24.35.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124162633_Screenshot_2026-01-24_at_16.25.06.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124162633_Screenshot_2026-01-24_at_16.23.46.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124162633_Screenshot_2026-01-24_at_16.25.25.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124162633_Screenshot_2026-01-24_at_16.24.48.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124162633_Screenshot_2026-01-24_at_16.24.02.png

Title
C&A: Nat Geo x Surprising Switzerland (Social Media)

Instrument
Campaigning & Activation

Circulation

Contacts
46082089

Marketing Tool
Social Media Paid

Date from - to
01/07/2025 – 31/12/2025

Activity
Surprising Switzerland - Main Campaign 2025

Aim:
- To showcase participating cities and destinations, as well as other partners, e.g. GToS and GTToS and ST Hotels + SWISS, Travel Switzerland
- To showcase themes such as: outdoor activities - (summer and winter), nature-lover, culture and gastronomy, accommodation and scenic rail journeys
- To create surprise, attention and inspiration for the NGT readers, encouraging them to experience the variety and surprising side of Switzerland via elegant, creative, authentic storytelling.

http://clippings.switzerlandtourism.ch/LON/2026/20260124172154_Screenshot_2026-01-24_at_17.20.40.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124172154_Screenshot_2026-01-24_at_17.20.53.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124172154_Screenshot_2026-01-24_at_17.19.29.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124172154_Screenshot_2026-01-24_at_17.21.18.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124172154_Screenshot_2026-01-24_at_17.20.03.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124172154_Screenshot_2026-01-24_at_17.19.52.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124172154_Screenshot_2026-01-24_at_17.20.28.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124172154_Screenshot_2026-01-24_at_17.20.15.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124172154_Screenshot_2026-01-24_at_17.19.40.png

Title
C&A: Nat Geo x Surprising Switzerland (Newsletter Spotlights)

Instrument
Campaigning & Activation

Circulation
41467

Marketing Tool
eNewsletter

Contacts
1036675

Date from - to
01/07/2025 – 31/12/2025

Activity
Surprising Switzerland - Main Campaign 2025

Aim:
- To showcase participating cities and destinations, as well as other partners, e.g. GToS and GTToS and ST Hotels + SWISS, Travel Switzerland
- To showcase themes such as: outdoor activities - (summer and winter), nature-lover, culture and gastronomy, accommodation and scenic rail journeys
- To create surprise, attention and inspiration for the NGT readers, encouraging them to experience the variety and surprising side of Switzerland via elegant, creative, authentic storytelling.

http://clippings.switzerlandtourism.ch/LON/2026/20260124174312_Screenshot_2026-01-24_at_17.41.33.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124174312_Screenshot_2026-01-24_at_17.41.24.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124174312_Screenshot_2026-01-24_at_17.41.44.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124174312_Screenshot_2026-01-24_at_17.42.15.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124174312_Screenshot_2026-01-24_at_17.41.55.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124174312_Screenshot_2026-01-24_at_17.42.05.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124174312_Screenshot_2026-01-24_at_17.42.34.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124174312_Screenshot_2026-01-24_at_17.42.25.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124174312_Screenshot_2026-01-24_at_17.42.45.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_13_19_Oct.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_24_25_Nov.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_11_12_Oct.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_7_2_Sept.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_16_14_Dec.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_12_14_Oct.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_8_16_Sept.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_15_9_Dec.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_19_26_Oct.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_23_16_Nov.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_4_17_Aug.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_20_2_Nov.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_3_5_Aug.png
http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_1_15_July.png

UK/IRELAND	**8** *MarketingActivities*	**628'467** *Circulation*	**49'193'153** *Contacts*

Grand Total over ALL	**74** *MarketingActivities*	**9'891'503** *Circulation*	**756'296'162** *Contacts*

MediaResultsCentral

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts

AUSTRIA

11.06.2025	Servus in Stadt und Land	Newsletter	**Urlaub in der Schweiz** *Redaktion Team*	50'654	50'654

ClippingsURL: *http://clippings.switzerlandtourism.ch/VIE/2025/mb-c45239426cb48093643618c28018aac2dce24061.pdf*
ResultURL:

AUSTRIA: 1 Clippings	50'654	50'654

FRANCE

30.01.2025	LE POINT	Magazine	**Des trains au sommet** *BAUSSAY Céline*	209'496	1'634'069

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/STYLE_Voyages_Trains_montagne.pdf*
ResultURL:

30.01.2025	MSN	Online	**Et si vous embarquiez dans des trains de rêve** *BAUSSAY Céline*	10'000'000	330'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Et_si_vous_embarquiez_dans_des_trains_de_reve.pdf*
ResultURL: *https://www.msn.com/fr-fr/lifestyle/voyage/et-si-vous-embarquiez-dans-des-trains-de-rêve/ar-AA1ydS34*

30.01.2025	LE POINT - Online	Online	**Des trains au sommet** *BAUSSAY Céline*	6'784'931	1'696'233

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Et_si_vous_embarquiez_dans_des_trains_de_reve_en_Suisse_pour_en_prendre_plein_les_yeux.pdf*
ResultURL: *https://www.lepoint.fr/voyages/et-si-vous-embarquiez-dans-des-trains-de-reve-en-suisse-pour-en-prendre-plein-les-yeux-01-02-2025-2581280_44.php#11*

01.06.2025	Recré Magazine	Magazine	**St. Gall en Suisse, un havre de paix mêlant histoire et nature** *BUISSON Amandine*	175'000	437'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/2025-06-04-RECRE_MAG-Juin_-_aout_2025-10000000069199316.pdf*
ResultURL:

04.07.2025	Yonder	Online	**Les meilleurs hôtels spa de Wengen en Suisse** *GIGNOUX-DUCHATEAU Mireille*	250'000	62'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Les_meilleurs_hotels_spa_de_Wengen_en_Suisse.pdf*
ResultURL: *https://www.yonder.fr/les-tops/hotels/meilleurs-hotels-spa-wengen-suisse*

24.07.2025	Yonder	Online	**Les 5 meilleurs hôtels de Wengen en Suisse** *GIGNOUX-DUCHATEAU Mireille*	250'000	62'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Les_meilleurs_hotels_de_Wengen_en_Suisse_version_luxe_et_charme.pdf*
ResultURL: *https://www.yonder.fr/les-tops/hotels/meilleurs-hotels-wengen-suisse-luxe-charme*

06.10.2025	Les Boomeuses	Online	**Gstaad : la fashon week des vaches** *DREYFUS Evelyne*	120'000	30'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Gstaad_la_desalpe-tourisme-les_boomeuses.pdf*
ResultURL: *https://lesboomeuses.com/a-la-une/gstaad-la-fashion-week-des-vaches/*

01.12.2025	DETOURS EN FRANCE	Magazine	**Alpes franco-suisses, la grande évasion** *Donnarel Florence*	101'370	584'905

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/1332_001.pdf*
ResultURL:

10.12.2025	ROUTARD.COM - LE ROUTARD ONLINE	Online	**La Suisse, un voyage au pays du chocolat** *DUCLOS Solène*	5'500'000	1'375'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Suisse_._voyage_au_pays_du_chocolat.pdf*
ResultURL: *https://www.routard.com/fr/mag/reportage/a/la-suisse-un-voyage-au-pays-du-chocolat*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
			FRANCE: 9 Clippings	23'390'797	6'212'707

GERMANY

02.06.2025	Servus Magazin	Magazine	**Bezaubernder Schweizer Charme** *0Redaktion 0Redaktion*	82'000	533'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/FRA/2025/mb-a54f4640c30fb23f60a817b1706139535de54bad.pdf*
ResultURL:

02.06.2025	Servus Magazin	Magazine	**Ein Zimmer in der Stadt, bitte** *0Redaktion 0Redaktion*	82'000	533'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/FRA/2025/mb-20c474505eee6c4d4327d81e2a252e64f7d11a99.pdf*
ResultURL:

		GERMANY: 2 Clippings	164'000	1'066'000

JAPAN

22.09.2025	CREA Traveller	Magazine	**Discussion with the Future of Nature Tourism** *Umezaki Natsuko*	37'000	92'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/TYO/2025/250922_Crea_Traveller.pdf*
ResultURL:

		JAPAN: 1 Clippings	37'000	92'500

NETHERLANDS

03.11.2025	Wereldreizigers.nl	Blog	**Zomer in Zwitserland: de mooiste plekken rond Spiez en Interlaken** *van de Broek - Thomassen Malou*	66'000	16'500

ClippingsURL:
ResultURL: *https://wereldreizigers.nl/europa/zwitserland/zomer-zwitserland-mooiste-plekken-spiez-interlaken/*

03.11.2025	Wereldreizigers.nl	Blog	**Zomer in Zwitserland: actief genieten in Gstaad** *van de Broek - Thomassen Malou*	66'000	16'500

ClippingsURL:
ResultURL: *https://wereldreizigers.nl/europa/zwitserland/zomer-in-zwitserland-actief-genieten-gstaad/*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
			NETHERLANDS: 2 Clippings	132'000	33'000

NORTH AMERICA

07.01.2025	Time Out New York.com	Online	**25 amazing things to do in Zurich** *Tchea Michelle*	1'190'000	297'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250107_Timeout_Tchea.pdf*
ResultURL: *https://www.timeout.com/switzerland/things-to-do/best-things-to-do-in-zurich#google_vignette*

08.01.2025	SNOW Magazine .com	Online	**Mountain Diaries: 72 Hours In Laax, Switzerland** *Mastarciyan Michael*	1'250	313

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250108_SnowMagazine_Mastarciyan.pdf*
ResultURL: *https://thesnowmag.com/mountain-diaries-72-hours-in-laax-switzerland/*

13.01.2025	Toronto Sun .com	Online	**No matter where you visit in Switzerland, its ski hills and hospitality are top notch** *Crouter Glenn*	1'980'000	495'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250113_TorontoSun_Crouter.pdf*
ResultURL: *https://torontosun.com/sports/other-sports/no-matter-where-you-visit-in-switzerland-its-ski-hills-and-hospitality-are-top-notch*

11.03.2025	Fora Travel, Inc .com	Blog	**A Day Trip to Lugano: Swiss Serenity from Lake Como** *Rhudy Michele*		

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250311_ForaTravel_Rhudy.pdf*
ResultURL: *https://www.foratravel.com/trip-reports/ZH7NFZ/a-day-trip-to-lugano-swiss-serenity-from-lake-como-michele-rhudy*

20.05.2025	Pasadena Magazine	Magazine	**Swiss Family Vacation** *Saviss Ramona*	5'310	15'930

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250520_Pasadena_Saviss.pdf*
ResultURL:

29.05.2025	Pasadena Magazine .com	Online	**Exploring Switzerland With Kids: A Family-Friendly Luxury Travel Guide** *Saviss Ramona*	14'000	3'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250529_PasadenaMag_Saviss.pdf*
ResultURL: *https://pasadenamag.com/travel/swiss-family-vacation*

30.05.2025	NewsBreak .com	Online	**Exploring Switzerland With Kids: A Family-Friendly Luxury Travel Guide** *Saviss Ramona*	16'100'000	1'610'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250530_Newsbreak_Saviss.pdf*
ResultURL: *https://local.newsbreak.com/pasadena-magazine-1600305/4030002569807-exploring-switzerland-with-kids-a-family-friendly-luxury-travel-guide*

22.06.2025	Travel + Leisure .com	Online	**This Stunning Village Is the 'Sleeping Beauty' of the Swiss Alps—and You Can Only Reach It by Train** *Mansel Lydia*	10'700'000	2'675'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250622_TravelLeisure_Mansel.pdf*
ResultURL: *https://www.travelandleisure.com/wengen-switzerland-11751743*

22.06.2025	msn.com	Online	**This Stunning Village Is the 'Sleeping Beauty' of the Swiss Alps—and You Can Only Reach It by Train** *Mansel Lydia*	110'200'000	13'775'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250622_MSN_Mansel.pdf*
ResultURL: *https://www.msn.com/en-us/travel/news/this-stunning-village-is-the-sleeping-beauty-of-the-swiss-alps-and-you-can-only-reach-it-by-train/ar-AA1HbMCj*

27.06.2025	National Geographic .com	Online	**A Swiss village was buried under a mountain. This town could be next.** *Fiorentino Anna*	5'640'000	1'410'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250627_NationalGeographics.com_Fiorentino.pdf*
ResultURL: *https://www.nationalgeographic.com/environment/article/collapsed-glacier-permafrost-mountain-alps-kandersteg*

22.10.2025	msn.com	Online	**From Cheese to UNESCO Cathedral: 18 Things to Do in St. Gallen** *Parker Catherine*	90'800'000	11'350'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251022_MSN_Parker.pdf*
ResultURL: *https://www.msn.com/en-us/news/other/from-cheese-to-unesco-cathedral--18-things-to-do-in-st-gallen/ar-AA1P7s8X?disableErrorRedirect=true&infiniteContentCount=0*

23.10.2025	msn.com	Online	**Treat yourself at the Einstein St. Gallen with a view of the old town** *Parker Catherine*	90'800'000	11'350'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251023_MSN_Parker.mp4*
ResultURL: *https://www.msn.com/en-us/news/other/indulge-at-the-einstein-st-gallen-overlooking-old-town/vi-AA1OUe8S*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
30.10.2025	msn.com	Online	**Spend the night at the Pilatus Kulm Hotel, the highest peak in Switzerland.** *Parker Catherine*	90'800'000	11'350'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251030_MSN_Parker.mp4*
ResultURL: *https://www.msn.com/en-us/news/other/stay-on-top-of-switzerland-at-mt-pilatus-kulm-hotel/vi-AA1Qkbkp*

07.11.2025	msn.com	Online	**17 Top of the World Things to Do Mount Pilatus in Switzerland** *Parker Catherine*	90'800'000	11'350'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251107_MSN_Parker.pdf*
ResultURL: *https://www.msn.com/en-us/news/other/17-top-of-the-world-things-to-do-mount-pilatus-in-switzerland/ar-AA1Q0bDq?disableErrorRedirect=true&infiniteContentCount=0*

13.12.2025	Le Bel Age	Magazine	**La Suisse en train c'est magique** *Gagnon Marie-Julie*	127'786	383'358

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20251213_LeBelAge_Gagnon.pdf*
ResultURL:

NORTH AMERICA: 15 Clippings			509'158'346	66'065'601

SWITZERLAND

07.01.2025	Coopzeitung	Magazine	**Ausgewählte Hotel-Highlights**	2'480'000	2'480'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/475674698.pdf*
ResultURL:

24.01.2025	St. Galler Tagblatt Online	Online	**Für den Tourismusdirektor „ein Glückslos“: Wer von der Frauenfussball-EM in St. Gallen profitiert nd in welchen Hotels die Sportlerinnen wohl schlafen**	36'600	91'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/478466914.pdf*
ResultURL:

24.01.2025	St. Galler Tagblatt	Newspaper	**Für den Tourismusdirektor ein „Glückslos “** *Redaktion*	267'000	267'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/478910170.pdf*
ResultURL:

01.02.2025	Watson (DE)	Online	**Bewusst geniessen - 3 Tipps für Wellness und Wintersport**	261'100	652'750

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/480162736.pdf*
ResultURL:

07.02.2025	Schweizer Illustrierte online	Online	**Die 10 schönsten Hotels für ein romantisches Getaway**	33'700	84'250

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/481336300.pdf*
ResultURL:

07.03.2025	htr hotel revue Online	Online	**Le défi du MICE pour un hôtel de campagne** *Redaktion*	16'250	40'625

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/485428114.pdf*
ResultURL:

12.03.2025	BLICK-Print	Newspaper	**Hier kommen die Touristen aus der Schweiz** *Raemy Jean-Claude*	278'000	278'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/486131961.pdf*
ResultURL:

04.05.2025	NZZ am Sonntag	Newspaper	**Der Reiz des Besonderen**	334'000	334'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/494337536.pdf*
ResultURL:

05.05.2025	NZZ Bellevue	Online	**Der Reiz des Besonderen: Exklusive Übernachtungsmöglichkeiten**	162'375	162'375

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/494345200.pdf*
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
22.05.2025	Cooperazione	Magazine	**Sistemazioni di pregio per ospiti unici**	159'000	159'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/497866625.pdf*
ResultURL:

22.05.2025	Coopzeitung	Magazine	**Vom Luxus- bis zum Bienenhotel**	2'480'000	2'480'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/497866624.pdf*
ResultURL:

22.05.2025	Coopération	Magazine	**Des palaces aux hôtels pour abeilles**	715'000	715'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/497866623.pdf*
ResultURL:

22.05.2025	Cooperazione	Magazine	**Dall'albergo di lusso all'hotel per api**	159'000	159'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/497866622.pdf*
ResultURL:

22.05.2025	Coopération	Magazine	**Logements uniques pour clienèle d'exception**	715'000	715'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/497866619.pdf*
ResultURL:

10.06.2025	Transhelvetica Magazin	Magazine	**Typically Swiss Hotels & Lodgings**	17'000	42'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/501525055.pdf*
ResultURL:

13.11.2025	Cooperazione	Magazine	**Viaggio nel mondo del tessile svizzero**	159'000	159'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/528852333.pdf*
ResultURL:

SWITZERLAND: 16 Clippings	8'273'025	8'820'000

UK/IRELAND

21.06.2025	The Times	Newspaper	**My Swiss family hiking holiday - with cool hotels en route** *Bowes Gemma*	365'880	640'290

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/21Jun25_Times.pdf*
ResultURL:

25.08.2025	Daily Mirror and Sunday Mirror online (mirror.co.uk)	Online	**Travelling to Switzerland with kids? The Grandhotel Giessbach saves you money by sitting on top of TWO key tourist attractions** *Britt Hannah*	20'665'286	5'166'322

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/25Aug25_mirror.co.uk.pdf*
ResultURL: *https://www.mirror.co.uk/travel/family-travel-switzerland-grandhotel-giessbach-35786419*

UK/IRELAND: 2 Clippings	21'031'166	5'806'612

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
			Grand Total over ALL	562'236'988	88'147'074